**Persuasive Letter Writing Rubric**

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| **Category** | **Excellent**  **4 points** | **Very Well**  **3 points** | **Approaching**  **2 points** | **Below**  **1 point** |
| **Audience** | Clearly addressed intended reader.  Appropriate vocabulary and arguments used.  Anticipates questions and provides thorough answers appropriate for intended audience. | Potential reader is addressed.  Appropriate vocabulary and arguments used for intended audience. | Potential reader is addressed.  Appropriate arguments used for intended audience. | Unclear whom the letter is for |
| **Position Statement** | Position statement provides a clear, strong statement of the writer's position on the topic. | Position statement provides a statement of the writer's position on the topic. | Position statement is present, but does not make the writer's position clear. | No position statement. |
| **Support** | Includes 3 or more main ideas and arguments to support position statement.  Writer anticipates concerns / biases / or arguments. | Includes 3 or more main idea arguments to somewhat support position statement. | Includes 2 main ideas and arguments to support position statement. | Includes 1 or fewer main ideas and arguments. |
| **Evidence / Examples** | All of the evidence and examples are specific, relevant and explanations are given that show how each piece of evidence supports the writer's position. | Most of the evidence and examples are specific, relevant and explanations are given that show how each piece of evidence supports the writer's position. | At least one of the pieces of evidence and examples is relevant and has an explanation that shows how that piece of evidence supports the writer's position. | Evidence and examples are NOT relevant AND/OR are not explained. |
| **Conclusion** | The conclusion is strong and leaves the reader solidly understanding the writer's position. Effective restatement of the position statement begins the closing paragraph. | The conclusion is recognizable. The writer's position is restated within the first two sentences of the closing paragraph. | The writer's position is restated within the closing paragraph, but not near the beginning. | There is no conclusion - the paper just ends. |
| **Grammar / Spelling** | Writer makes no errors in grammar or spelling that distracts the reader from the content. | Writer makes 1-2 errors in grammar or spelling that distract the reader from the content. | Writer makes 3-4 errors in grammar or spelling that distract the reader from the content. | Writer makes more than 4 errors in grammar or spelling that distracts the reader from the content. |
| **Sources /**  **Works Cited** | All sources used for quotes, statistics and facts are credible and cited correctly in MLA format. | All sources used for quotes, statistics and facts are credible and most are cited correctly in MLA format. | Most sources used for quotes, statistics and facts are credible and cited correctly in MLA format. | Many sources are suspect (not credible) AND/OR are not cited correctly in MLA format. |